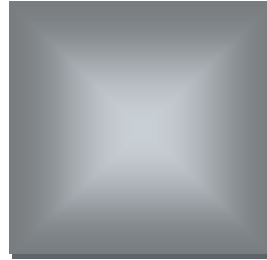


2019 IOWA INDUSTRY PROFILE

INFORMATION

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2018, the **Information** sector comprised 1.4 percent of all public and private sector employment in Iowa with 22,397 jobs. The sector had an average annual wage of \$58,334, which was 22.8 percent higher than the statewide average for all industries of \$47,511.

Dating back to the start of the recession in 2008, this sector has seen a general decline in employment corresponding with increasing wages. In 2008, employment sat at 33,936 employee, but has since dropped to 22,397 in 2018, a decrease of 27.9 percent. Meanwhile, wages have climbed from \$43,477 in 2009 to \$58,334 in 2018, an increase of 34.2 percent.

Some of the decrease in employment in this sector can be attributed to the decline in the newspaper and publishing industries. However, wages have increased as technological advances have required higher degrees of education and specialization among employees.

Men represent 54.0 percent of employment in this sector.





INFORMATION IOWA INDUSTRY PROFILE

What is Information ?

The **Information** sector comprised of establishments primarily engaged in the following processes: (a) Producing and distributing information and cultural products, (b) Providing the means to transmit or distribute these products as well as data or communications, and processing data.

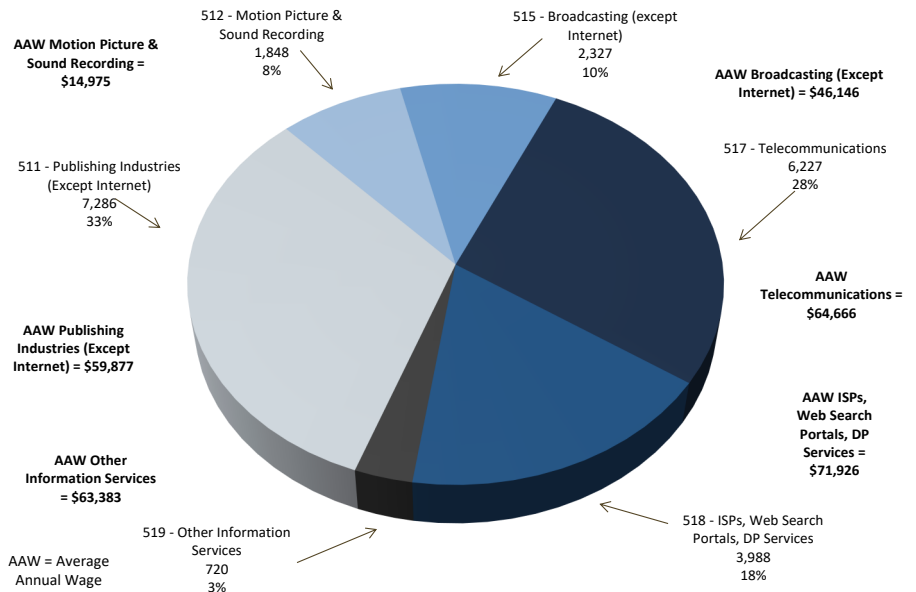
The main components of this sector are **Publishing Industries**, which includes **Motion Pictures and sound recording industries, Telecommunications, and Data processing, hosting & related services.**

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

2018 Industry Breakout by Employment in Iowa

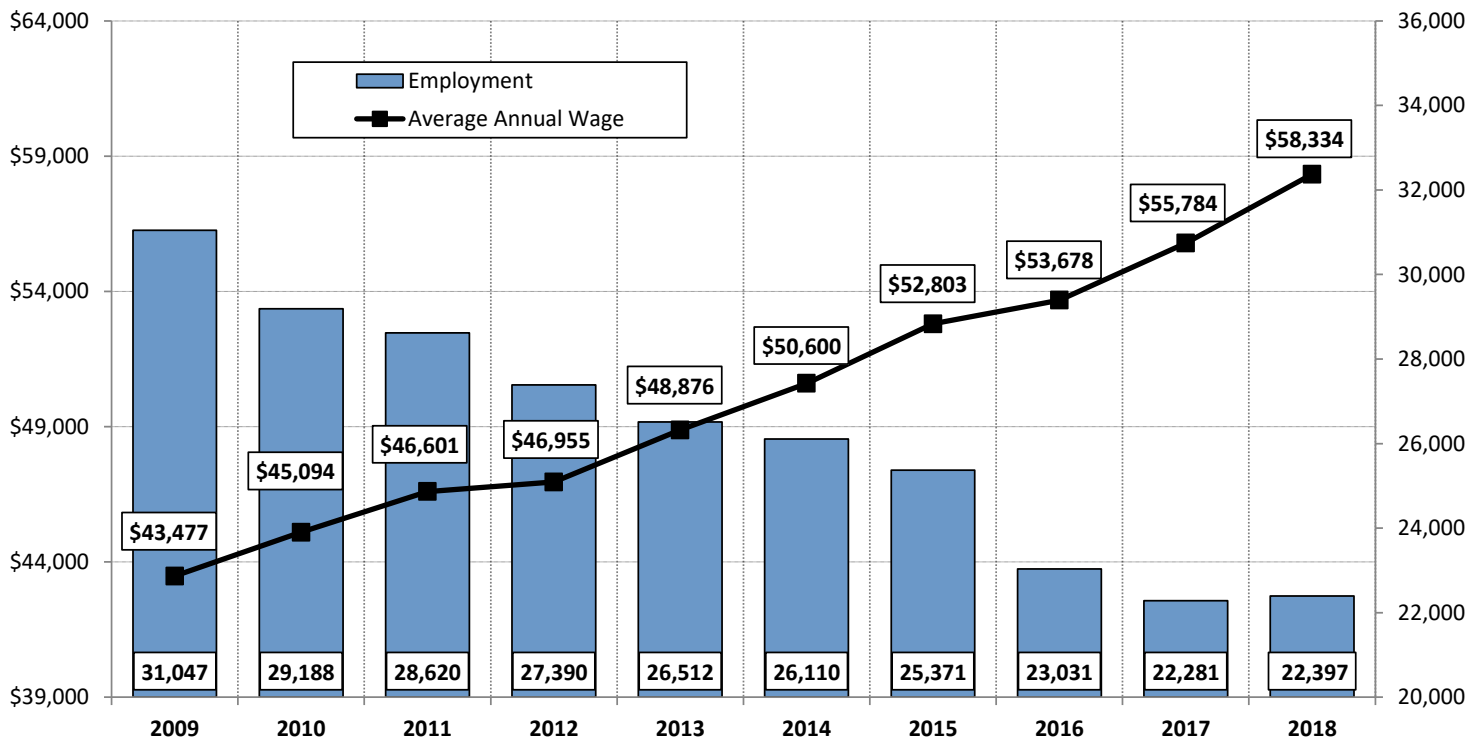
Information NAICS Industry Coding

Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2009–2018 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

INFORMATION IOWA INDUSTRY PROFILE



Top Occupations in Information	Employment
Customer Service Representatives	1,607
Telecommunications Equipment Installers & Repairers, Except Line Installers	1,464
Advertising Sales Agents	1,206
General & Operations Managers	738
Office Clerks, General	737
Editors	716
Reporters & Correspondents	709
Counter Attendants, Cafeteria, Food Concession, & Coffee Shop	692
Computer User Support Specialists	652
Sales Representatives, Services, All Other	617
Radio & Television Announcers	568
First-Line Supervisors of Office & Administrative Support Workers	418
Mail Clerks & Mail Machine Operators, Except Postal Service	413
Graphic Designers	408
Computer Systems Analysts	396
Computer Occupations, All Other	380
Bookkeeping, Accounting, & Auditing Clerks	362
Software Developers, Applications	334
Office & Administrative Support Workers, All Other	310
Producers & Directors	303

Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2018-2020 Short-Term Projections)

Establishment Facts:

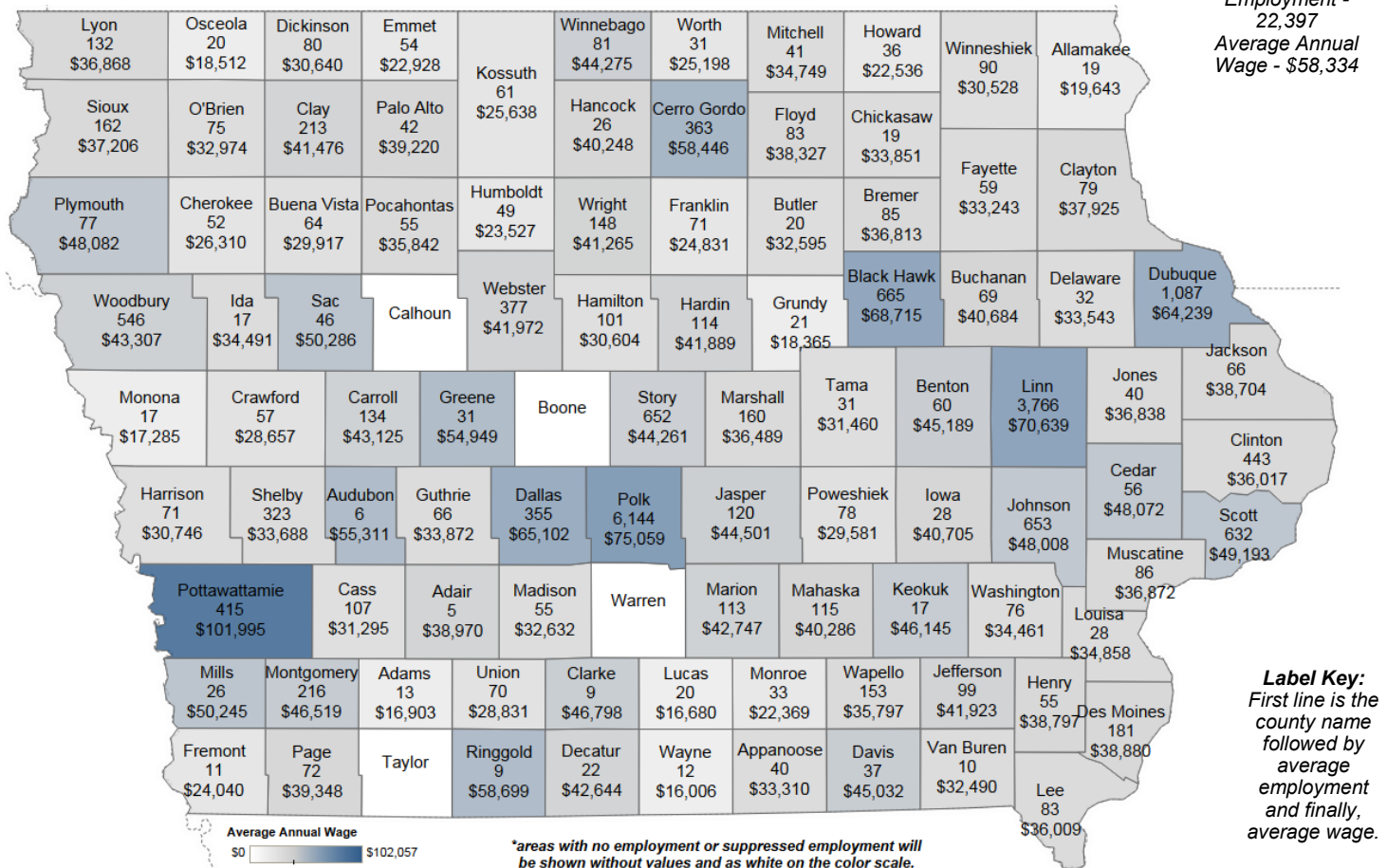
In 2018, employers in the **Information** sector had 1,802 locations in Iowa. **Telecommunications** was the sector's largest subsector by number of establishments with 541 units. **Publishing industries (except Internet)** followed with 510 units. This subsector had the largest number of employees at 7,286.

Internet service providers, web search portals & data processing services was third-highest with 219 units and 3,988 workers, but had the highest average annual wage in the sector at \$71,926.

2018 Covered Employment in Information by County

Sector Statewide:

Employment - 22,397
Average Annual Wage - \$58,334



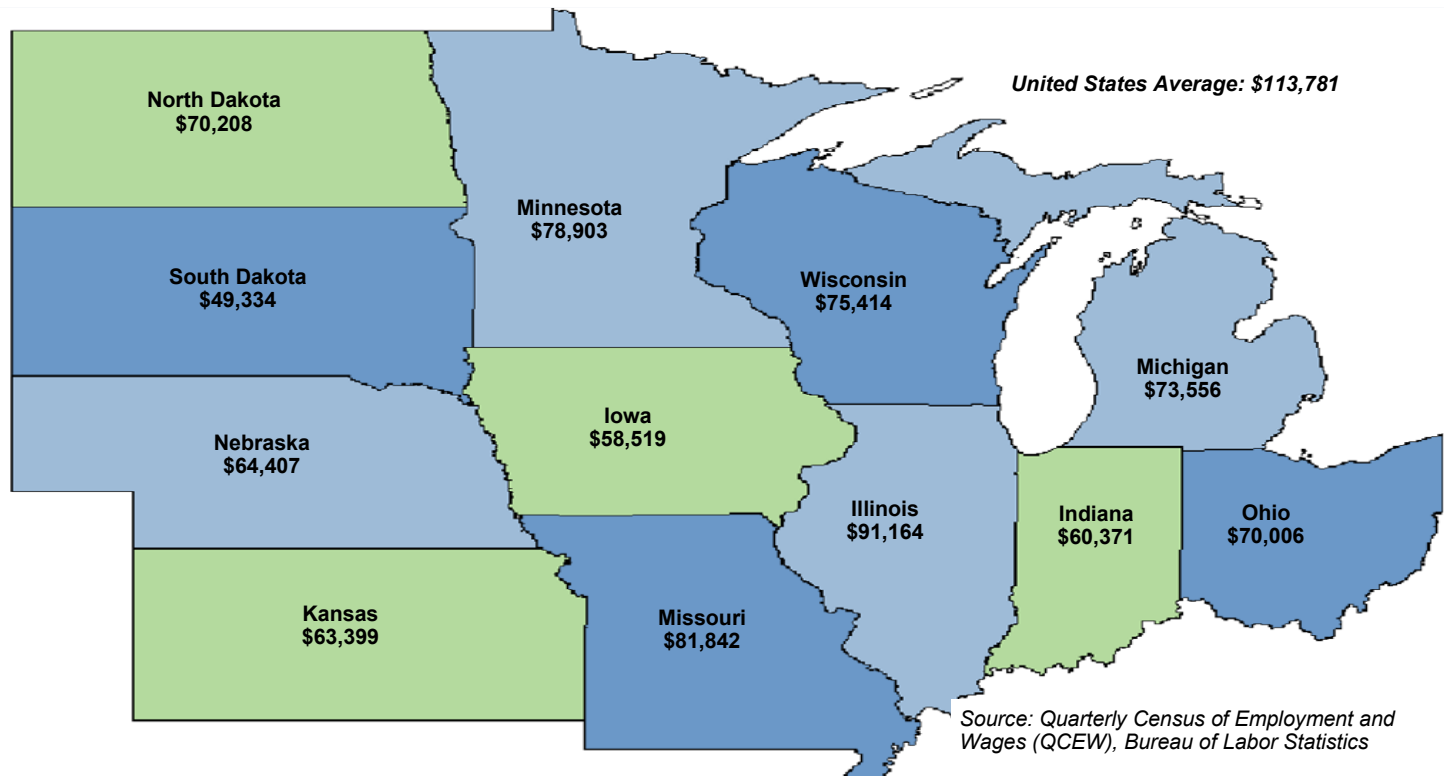
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



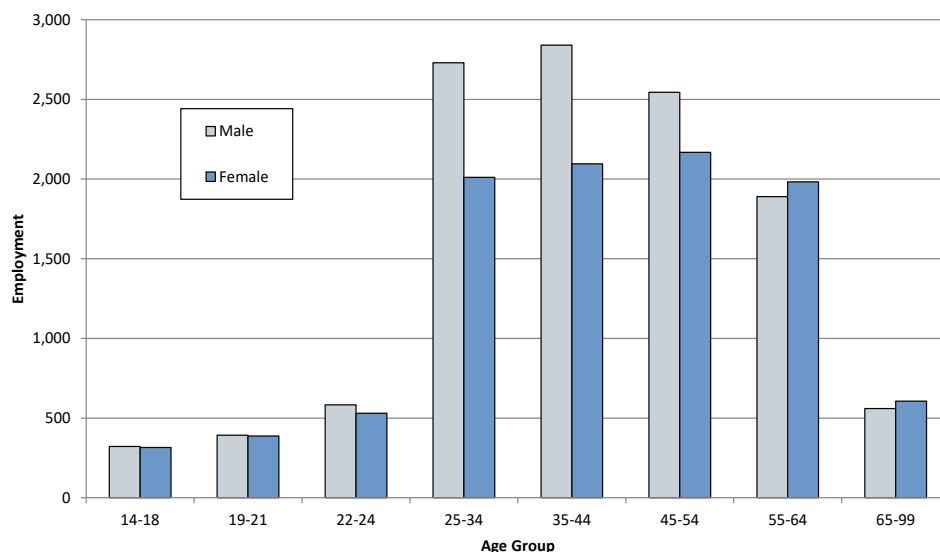
INFORMATION IOWA INDUSTRY PROFILE

2018 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



Industry Distribution by Age and Gender, 2nd Quarter 2018



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

Contact Information

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